

To: Orquina, Jessica[Orquina.Jessica@epa.gov]; Swenson, Sarah[Swenson.Sarah@epa.gov]
Cc: Felver, Rachel[Felver.Rachel@epa.gov]; Colaizzi, Jennifer C.[Colaizzi.Jennifer@epa.gov]; Senn, John[Senn.John@epa.gov]
From: Senn, John
Sent: Thur 8/13/2015 2:07:07 PM
Subject: Re: Social Media & Gold King Mine

this web page contains a toll free hotline & online form for public inquiries.

<http://www2.epa.gov/goldkingmine/forms/contact-us-about-emergency-response-gold-king-mine-release>

thanks,

John

From: Orquina, Jessica
Sent: Thursday, August 13, 2015 10:01 AM
To: Swenson, Sarah; EOC Public Information
Cc: Felver, Rachel; Colaizzi, Jennifer C.; Senn, John
Subject: RE: Social Media & Gold King Mine

Hi Sarah, The EOC is activated, so they should handle it. Jennifer Colaizzi is actually the PIO, but John Senn is helping her. I'm adding the EOC PIO mail box & John.

John & Jennifer, all yours!

Jess

Jessica Ann Orquina
EPA Social Media Lead
Office of Web Communications
U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

From: Swenson, Sarah
Sent: Thursday, August 13, 2015 10:00 AM
To: Orquina, Jessica
Cc: Felver, Rachel; Colaizzi, Jennifer C.
Subject: RE: Social Media & Gold King Mine

Hi, Jess –

We've gotten an email from a concerned citizen about the mine incident. Who should I send it to so that someone can respond?

Thanks,

Sarah Swenson
Communications Coordinator
Toxics Release Inventory Program
U.S. EPA
(202) 566-0279

From: Orquina, Jessica
Sent: Wednesday, August 12, 2015 11:13 AM
To: Social Media CoP
Subject: Social Media & Gold King Mine

Hello,

Thanks to all who retweeted/shared the posts about the Gold King Mine website on the main accounts.

For the rest of this week we will only be posting information related to the Gold King Mine on the main social media accounts. I have asked R6, R8, R9, OW, and OSWER to do the same. For all other offices and regions, you can continue your normal social media posting. However, please don't post about topics that might be sensitive, like water quality or emergency response.

The EOC has been activated. Any posts about the Gold King Mine (even just sharing the website) need to be approved by the PIO. I would suggest all EPA accounts just retweet or share posts from the main or administrator's Facebook and Twitter accounts. If you have an original post you want to put out, please contact me and I will help you get things reviewed by the PIO.

Here are the most recent posts from EPA and the administrator:

<https://www.facebook.com/EPA/posts/10153586907427229>

<https://twitter.com/EPA/status/631462878441271296>

<https://twitter.com/GinaEPA/status/631207628610371584>

If you have any questions, please call me.

Thanks!

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369